

The Canadian National Stock Exchange has neither approved nor disapproved the contents of this news release.



PURE LIVING MEDIA INC.

PURE LIVING MEDIA INC. ANNOUNCES SHARE CONSOLIDATION

February 6, 2012

CNSX Symbol: PLV

Mr. Arndt Roehlig reports:

Vancouver, BC: Pure Living Media Inc. (the "Company") announces that pursuant to the approval of the Company's shareholders at its annual general and special meeting held on December 28, 2011, and the approval of the Board of Directors on January 12, 2012, the Company proposes to consolidate its issued and outstanding share capital on a one (1) share for every twenty (20) shares basis (the "Consolidation"). As a result, the 58,644,787 issued and outstanding common shares of the Company will be reduced to approximately 2,932,239 common shares, with any fractional shares remaining after the Consolidation being cancelled by rounding down to the nearest whole share.

The Company will retain the name "Pure Living Media Inc.", will continue to be classified as a media company and will retain its trading symbol "PLV". The Company's post-Consolidation common shares are expected to commence trading on the Canadian National Stock Exchange ("CNSX") on February 10, 2012, under the new CUSIP/ISIN number 7423X208/CA74623X2086.

The Consolidation remains subject to the approval of the CNSX.

Arndt Roehlig, the Company's President stated, "As the Company is currently involved in negotiations to acquire one or more mineral properties, this consolidation is a necessary step in the re-focus of our business".

On behalf of the Board of Directors:

/s/ "Arndt Roehlig"
President and Director

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